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Bet You Missed It/ Press Clippings, In the News

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Bet You Missed It



Press Clippings — In the News — Carefully Selected by Your Crack Staff of News Sleuths
Column Editor, **Rosann Bazirjian** (Syracuse University)

Seeing Double by **Rick Heldrich** (College of Charleston)

Big Brother is alert to those who try to pad their credentials by double dipping — two papers on the same material. The problem is that not everyone can agree on what is genuinely new. Clearly, the same article in two places is not acceptable. Other 'no no's': just changing primary author and title; same facts, new words; dual submissions as letter and full paper.

But should multiple papers submitted sequentially have been submitted as a single story? And what is the least publishable unit (LPU)?

LPU varies by journal, editor and discipline. So what's the problem with redundancy? For one thing, it is expensive. It takes time (editor, reviewers), space and money (paper, distribution, time). Those who build reputations on quantity of published work may unfairly obscure careers based on quality. If beauty is in the eye of the beholder, this would seem to be relatively unimportant. A more serious problem is that in the absence of the entire picture as seen in a single article, the beauty will be lost because it is not seen in its entirety.

Authors sign copyrights when submitting manuscripts,

in part to control the problem. Some editors rely on reviewers to spot redundant work. Others use editorial staff who look for similar works and then alert reviewers to potential problems. When a case arises, what is done? It depends upon the editor. Some get letters of retraction or apology from the authors to be published. Some write letters to authors telling them to cease and desist their heinous behavior. Some editors use the occasion to blackball future submissions by the offending authors. Some editors bring in the authors' supervisors for consultation.

Authors are urged to continue publication of the LPU, saying it is expedient and can accelerate the work of others. Some editors encourage LPU papers. Some journals are dedicated to LPU coverage.

What can be done? Harvard limits the number of publications that can be used for evaluation of faculty. Some feel the problem will correct itself from financial failure of journals whose proliferation encourages abusive practice.

See - "Vigilant Science Journal Editors Fight Redundancy" by Paul McCarthy in *The Scientist*, (5), 1, 1993.

Statistics Don't Measure Up by **Twyla Raczy** (Eastern Michigan University)

Foreign trade statistics can serve several purposes: measure a country's progress and generate revenue. However, the world's trade in printed products is small. Even the U.S.'s book trade is under one-half of 1% of the total U.S. trade. After describing various acts and discussing trade data limitations, the author states that opinion is that U.S. government statis-

tics on the book trade significantly understate their volume in international trade by 5-50%. He contends that foreign rights and translations prove that the U.S. remains a leader in this industry.

See - "United States Statistics on Exports and Imports" by William S. Lofquist *Publishing Research Quarterly* Fall, 1992, pp. 24-31.

Bowker on Statistics by **Twyla Raczy** (Eastern Michigan University)

R. R. Bowker, a name familiar to librarians, began compiling statistics on the book industry in 1880. The author, librarian at the Frederic G. Melcher Library, Cahners Publishing Company, discusses the history of Bowker's collection methods and problems for their various publications relating to this industry. She states that

although there are always questions regarding statistics not kept, and requests for additional statistics, the leading questions are about price trends and title output.

See - "Book Industry Statistics from the R.R. Bowker Company" by Jean Peters, *Publishing Research Quarterly* (Fall, 1992), pp. 12-23.

Put Your Copyright Where Your Mouth Is by **Katina Strauch** (College of Charleston)

This brief news piece concerns the AAP President Nicholas Veliotis' letter of February 17 to Dr. John Gibbons, the newly appointed director of the Office of Science and Technology Policy. In the letter, Veliotis raised concerns about the copyright issues in the report as well as pointing out that appointments have not yet

been made to the High Performance Computing Advisory Committee. Hmmm ...

See - "Copyright Ambiguities Troubling in NREN Report" in *AAP Monthly Report, A Newsletter of The Association of American Publishers*, v. 10, no. 2 for February, 1993.



Community College Computing by Philip Dankert (Cornell University)

This article emphasizes the differences between two-year and four-year institutions in the manner in which they allocate computer resources. At the university level sophisticated computers and software are used primarily to advance faculty research; community colleges are much more likely to make institutional computers available to students. Mr. Don Doucette, Associate Director of the League of Innovation in the Community College, states that "when university faculty talk about connecting people on a network, they're usually talking about connecting faculty to each other... When community colleges talk about connecting people using networks, they're almost always talking about connecting students to teachers, and students to each other." A study conducted by CCA Consulting supports this view. It found, among other results, that community colleges devote larger portions of their annual computing budgets to instruction than do four-year institutions (35% as opposed

to 23%). Several other points only led credence to what was brought out above:

1. Another survey found that "80% of the computers owned by a typical public community college are in classrooms, clusters, or laboratories." At public and private universities, only 20% of their computers are available to students. 2. Community colleges have "embraced computing because the technology has proved especially useful in teaching non-traditional students, who are older, have jobs..." The article concludes with the comment that community colleges are never going to be on the leading edge of technology because, again quoting Mr. Doucette, "they can't afford to make expensive mistakes." They like to see proven solutions.

See - "Community Colleges Seen Leading in Instructional Use of Computers" by David L. Wilson, *Chronicle of Higher Education* (December 2, 1992), pp. A21-A23.

Is It A Bird? Is It a Plane? NO, it's superJANET! by Sandy Beehler (Cornell Univ.)

The *Newsletter on Serials Pricing Issues* carried a description by Fred Friend, University College London, of a trial of ARIEL software on the new superJANET system in the United Kingdom. Nine society and commercial publishers are collaborating to transmit electronic journals on the new network to six UK universities. The work, supported by

funding from the British Library Research & Development to the Institute of Physics Publishing, includes project coordination and programming done at the superJANET site, Edinburgh University, during the first 3 months of 1993.

See - *Newsletter on Serials Pricing Issues*, no. 70, February 12, 1993.

Persuading Performance by Stephanie Bazirjian (Texas State Library and Archives)

Why do some managers seem to have that special talent for bringing others over to their side? What skills do they possess? Successful persuaders do not possess a mysterious ability, nor do they manipulate people with clever tricks. Rather, it is their ability to create a special environment that is conducive to getting ideas across. This result can be achieved by learning the following six rules: 1) Become like your listener. "I am like you. You can trust me," sets the stage for acceptance of ideas; 2) Meet on your own turf. A skilled negotiator always tries to hold meetings in his or her own office. Boundaries give a persuader a sense of security; 3) Appear at your best. Any number of studies proves that "attractive" people are more successful at influencing others than "unattractive" people; 4) Practice active listening. By

restating what you believe the other person has said, you demonstrate a willingness to consider the other's viewpoint. A skilled active listener conveys acceptance, not agreement or disagreement; 5) Make a believable case. Don't contradict, hesitate or exaggerate. Use evidence and be specific. You enhance your credibility by using straight talk; and 6) Use the reciprocity principle. Skilled negotiators ask for more that they really expect to get. When an idea is rejected, they then counter with a second, more modest proposal. For having made a "concession", the other party will feel obliged to agree. They have thus slyly gotten what they wanted.

See - "Six Easy Ways to Become a Winning Persuader" by Bill Hennefrund in *Supervisory Management*, vol. 37 (8), August 1992, pp. 3.

Is Your E-Mail Private? by Joan Loslo (University of Northern Iowa)

Though e-mail users may expect that their messages bear the same rights of privacy as a telephone call, a recent legal decision concerning e-mail generated by the government may indicate otherwise. If the public has the right to see government documents in electronic format, does the privilege extend to the right of employers to view e-mail messages sent by their employees? The Electronic Communications Privacy Act of 1986 states that e-mail cannot be intercepted by a third party outside the organization without a search warrant. The ruling does not cover communications inside

the organization unless a "reasonable expectation" of privacy existed at the time the message was sent — a condition which obviously would be difficult to establish. Computer users can protect their privacy by scrambling messages with encryption codes. Use of such codes negates the convenience of using e-mail in the first place, however. The bottom line is, if you want to insure privacy, a private conversation is still the best bet.

See - "Who's Reading Your Screen" by David Bjerklie and Jay Peterzell in *Time*, January 18, 1993, pp. 46.

The Nurturing Impulse
by **Stephanie Bazirjian**
(Texas State Library and Archives)

This article discusses employee personal problems that require understanding from bosses and co-workers alike. Managers need to keep over-sensitivity to employees' needs from conflicting with getting the job done. The author's question is: how can one remain a supportive manager without becoming a patsy? Oftentimes, getting a "third" opinion is called for — either from an Employee Assistance Program or through one's personnel office. Several questions are a clear indication that something is amiss. "Am I doing too much?" is one example. "Am I making allowance" or "Do I feel angry" are others. Another question might be, "Am I acting like a counselor rather than a boss?" Developing a good, personal rapport with one's employees is essential to successful management. Expressing concern

and listening are appropriate for a supervisor — personal counseling is not. Suggesting professional help, referring to EAP and bringing the focus back to performance issues is the proper course of action. Lastly, "Is the employee becoming a topic of conversation?" Though gossip may spread, it is important for a manager to see to it that the employee's privacy is respected. However, co-workers need to know that the manager is responding with fair, yet firm measures to correct on-the-job performance. If not, you may begin to be judged negatively by your subordinates and the next conversation may be between you and your boss.

See - "Are You Too Nurturing a Manager?" by Sharon Sullivan in *Supervisory Management*, vol. 37 (8) (August 1992), pp. 1

The Good, The Bad, and The Pricing
by **Katina Strauch**
(College of Charleston)

This is the first of two issues of *GSA Today* that will incorporate a "forum" dealing with — you guessed it — pricing of books and journals, this time in the geosciences. The April issue, yet to be received in my library, will conclude the forum which was coordinated by the Collection Development Issues Committee of the Geoscience Information Society. Data are provided on geoscience literature prices and dollar value during 1987-1992 and different perspectives are presented — those of a commercial publisher, a society publisher, libraries, and geo-

scientists. Michael Noga (Geology/Geophysics Library, UCLA) and Steve Hiller (Science Libraries, University of Washington, Seattle) begin with the first perspective, "An Introduction of Geoscience Literature Pricing." Hiller writes Perspective II — Pricing — the Libraries' Perspective. This looks like an important contribution to the literature. Try to read it.

See — "Forum — Issue: Geoscience Literature Pricing" by Bruce F. Molnia in *GSA Today, A Publication of the Geological Society of America*, vol.3 no. 3, March 1993.

As the Book Turns — Televised Bookselling
by **Rosann Bazirjian**
(Syracuse University)

QVC, a TV shopping channel, has begun selling books on the air. They are combining author appearances along with bookselling in conjunction with major themes. For example, the author states that they will sell cookbooks during a cooking demonstration segment. Morrow is cited as one publisher selling their books through QVC particularly through these product themes. Skip Dye, Sales Manager at Morrow, says that they are selling "things that can't be readily found in bookstores, things that are somehow technical in nature, and items that offer a high degree of convenience." A consultant to QVC claims that they average in sales approximately 1,500 copies of a book through their televised seg-

ments. At Morrow, Dye claims that their sales have ranged from 2,500 to 15,000. A spokesman for Simon and Schuster was reluctant to give sales figures, but would admit that they were in "the thousands." QVC representatives feel that they have tapped into an entirely new market, and for that reason do not feel that booksellers need to feel threatened. In fact, exposure on the shopping channel could actually bring people to the bookstores. As to the future of televised bookselling, Dye said "we've only tapped the surface of it."

See - "Limited But Profitable Offer: Selling Books on Cable" by Martin Pedersen, *Publishers Weekly* 240 (3) (February 22, 1993), pp. 22-23.

ERM, EMI, ECU? -The Business of Money
by **Sandy Beehler**
(Cornell University)

Recent events in European money markets threaten the future of the ERM (exchange rate mechanism). Accepting the idea of European unity as very necessary, the author, Sir Michael Butler, argues that governments must go beyond the original plan for ERM which was worked out at Nyborg in 1987. Finance ministries and central banks need to make a serious commitment to reaching consensus on exchange rates, interest rates and fiscal policies. There must be frequent, routine discussion of possible need for realignments of currencies before crises occur. Further, central banks must improve their methods of currency intervention. He also argues for a more evolutionary stage 2 of EMU (scheduled to begin in 1994) to allow the develop-

ment of the ECU as an independent common currency alongside national currencies and to convert the EMI into a central bank to manage the ECU. Movement to full EMU (and the "hard" ECU) in 1997 would be achieved more smoothly if people grew accustomed to the presence of an ECU that has been stable over a period of several years. Finally, with nationalistic pressures building in eastern Europe and Russia, Mr. Butler maintains that a strong economic union, and the ratification of the Maastricht treaty, are vital to the stability of the European continent.

See - "Europe's Currency Tangle: The Way Ahead" by Sir Michael Butler, *The Economist*, January 30, 1993, pp. 21-23.

Solution to Journal Pricing Crisis
by Pamela Rose
(State University of New York at Buffalo)

The health of the scholarly journal system has been damaged by: shrinking library budgets forcing cancellation of journal subscriptions; increased prices, particularly in scientific journals; and a proliferation of the number of journal titles published. Academic libraries, the primary link in the scientific communication system, are undersupported by their universities and the R&D funding apparatus, as academic administrators are more concerned with balancing budgets than ensuring the future of the system. Publishers justify increased prices with rising costs, increased specialization and shrinking markets. Professors and researchers, essential parts of the system, seek outlets in which to publish due to tenure requirements and increased specialization but are com-

pletely ignorant of the way the system works. Elements of a proposed solution to this "crisis" are: 1) the scientific community must increase funding for scholarly communication; 2) journal publishers must limit price increases; 3) circulation of journals must be maintained at profitable levels; 4) the academic community must take an active interest in scholarly communication by fostering quality over quantity in evaluating faculty and strengthening peer review; 5) stop the proliferation of new journals; and 6) users must support journals through subscriptions and payment for photocopy beyond "fair use."

See - "Finally a Solution to the Journals Crisis" by Philip G. Altbach in *Reporter* (State University of New York at Buffalo) February 11, 1993.

Electronic Eavesdropping
by Bill Mingin
(Lange & Springer Scientific Booksellers)

The author decided to sample modern electronic communication by "eavesdropping" on the Internet. He notes that the National Science Foundation estimates four million users of the Internet, the "vast majority" being university affiliated. He found that it "hums with chaotic activity, most of it unmoderated... a sort of Tower of Babel in an echo chamber," despite the widespread (if unexamined) belief that the network is "destined by next week, the week after, or next term, at the latest, to revolutionize scholarship." Overwhelmed by choice, he settled on a dozen "discussion lists", including ones devoted to Jacques Derrida and *Finnegan's Wake*. In 24 hours he had more than a hundred messages, some quite long, most of them bulletin board variety. He eschewed

those for electronic repartee, and soon discovered a new jargon: a "flame" is a violation of 'netiquette', a violent, usually ad hominem outburst; sampling the message flow without contributing is "lurking"; e-mail junkies, seldom seen by daylight, are "mushrooms". Begley found the tone of network discourse "less academic than anarchic," tending at times toward the extremist, the oddball, and the racy. He notes that the "Internet has proven a remarkably effective means of distributing pornography" — this itself a subject of heated debate. He found on the Internet the best online summary of itself: "The net is an experiment to see what it is here for."

See - "Electrotalk Therapy" by Adam Begley in *Lingua Franca*, vol. 3 (2) (Jan-Feb 1993), pp. 49-51.

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You Know What They Say About A Bird In The Hand . . .

by Pamela Rose

(State University of New York at Buffalo)

The battle between Pergamon Press Ltd. and editor Raymond Wegmann over ownership of the journal *Cellular and Molecular Biology* has left scientists worried about inadvertent duplicate publication, librarians faced with payment for two journals instead of one, and the National Library of Medicine perplexed at how to handle this unprecedented muddle in scientific publishing. Elsevier's purchase of Pergamon in 1991 led to charges of solicitation of articles and no peer review, all denied by Wegmann. Pergamon claimed 100% ownership of the journal in July 1992, while Wegmann continued to publish it from his Paris apartment as he always had. There are now two journals with the same title, ISSN, volume/issue numbers, and almost identical contents. Wegmann has urged subscribers to renew with him,

claiming Pergamon shorted them 900 pages last year, and has lobbied scientists and librarians to his defense. Wegmann is viewed as a heroic underdog by some librarians, including Christian Boissonnas (Cornell) and Donald Koepp (Princeton). Pergamon's reputation as one of several publishers who charge high prices for their journals has not favored their position with librarians. Pergamon, although claiming they won't back down, has now announced a title change to *Cellular and Molecular Biology Research*. NLM will index both journals in their Medline database for now, and librarians will review their need for the title, and wait for resolution and identification of the official journal.

See - "Will the Real Journal Please Stand Up?", by Christopher Anderson, *Science* 259 (5085) (January 22, 1993).

RSI Update by Bobbi Gwilt (Syracuse University)

Repetitive strain injury (RSI) now accounts for more than 50% of all occupational injuries recorded by the Department of Labor. Efforts to deal with RSI are being made on two fronts: ergonomics and technology design. Many companies whose employees spend long hours at computer keyboards are investing in ergonomically correct chairs, lighting and desks. The importance of educating both management and workers to RSI and the special ergonomic considerations needed for "keyboarding" has

become widely recognized. In addition to this awareness and educational effort, new ways of getting words to the screen are being developed. The Kinesis Keyboard (Kinesis Corp., Bellevue, WA), the DataHand (Industrial Innovations Inc., Scottsdale, AZ) and The Bat (Infogrip, Inc., Baton Rouge, LA) were briefly discussed in this article.

See - "Typing Without Keys" by J. Adler, *Newsweek* (December 7, 1992), pp. 63-64.

Video Arcades Move Over The Library's Stepping In by Philip Dankert (Cornell Univ.)

Should students be allowed to play computer games on equipment that is owned by the college/university they attend? Is this type of activity a legitimate use of such equipment? This article briefly delves into the issue of the "conflict over the use of computers that is now raging, albeit largely behind closed doors, throughout academe." Those supporting game playing raise the concern that banning it is a threat to a student's right to privacy and free speech. University administrators, on the other hand, are more apt to point out that their institutions invested money in computers to permit such activities as the solving of equations and to provide the capability to quickly sift through vast amounts of data, not to play

games. At present, some institutions are dealing with this problem by prohibiting "non-academic uses" of computers; others post signs in computer labs that list the hours when game playing is allowed. Reference was even made to the fact that fist fights have broken out in labs when an individual playing a game did not want to give up the terminal s/he was using. The "bottom line" might well be the feeling expressed by one individual (and undoubtedly shared by others) that the use of computing systems is "not a right, it's a privilege."

See - "Colleges Debate Whether Computer Games are a Legitimate Use of Academic Equipment" by David L. Wilson, *Chronicle of Higher Education*, November 18, 1992, pp. A17-A18.

Videoconferencing Made Easy by Rosann Bazirjian (Syracuse University)

The author of this article predicts that video communication among business partners will be the "next big leap in the digital revolution." A currently \$400 million market this year is projected to increase to \$8 billion by 1997. Although some problems still exist in terms of technology, i.e., video image and sound, the biggest annoyance to date for users has been incompatibility. Two users cannot communicate unless they own the same brand of equipment without help from a long-distance phone company offering special bridging software. However, these prob-

lems will soon cease to exist as standardization is being introduced into the videoconferencing industry. Universal specifications for transmission rates, echo cancellation and multiple-site hookups are being drafted. This article then continues to speak of computer giants currently working in this technology, and finally discusses the benefits derived from meetings attended over the video-waves.

See - "Prime Time for Videoconferences" by Andrew Kupfer in *Fortune*, December 28, 1992, pp. 90-95.

The "Ig Nobel" Award
by Lynne Branche Brown
(Pennsylvania State University)

Virgil Percec, polymer scientist at Case Western Reserve, ranked among the seven scientists worldwide who published an average of more than one paper per week in 1991. (In 1991 Professor Percec published fifty-six papers). Also highlighted in this article the MIT "Ig Nobel" awards, which are given annually to bring attention to "dubious achievements." Says David Pendlebury, editor of *Science Watch*, "people who produce an inhuman number of papers

raise questions." Yet the article points out that Professor Percec's publication rate pales compared to Dr. Struchkov, who authored or co-authored 948 papers in the 1980's, and 83 in 1991. Adds Marc Abrahams, editor of the *Journal of Irreproducible Results*, "Ig Nobels are not given out for tiny bursts of genius."

See - "Some Might Say Such Prolificacy Leaves Little Time for Research" by David Stipp *Wall Street Journal* January 26, 1993, p. B1.

Have Gun Will Travel
by Lynne Branche Brown
(Pennsylvania State University)

In an interview with Peter Lund, owner of Paladin Press, the author of this article explores the balance between first amendment rights of free speech and the danger of information in the wrong hands. Paladin's title list includes "everything from making bombs to being a successful hit man." According to the author, "Paladin is the most visible company in a little-known but robust industry often called the gun aftermarket." With titles like *Improvised Explosives*, which tells how to build package bombs and booby-trap a door, Paladin's titles

are frequently found in the possession of bombing suspects, according to bomb investigators. While Paladin often adds disclaimers in its books, Lund says "I feel absolutely no responsibility for the misuse of information." Says Robert Peck of the ACLU, "the First Amendment makes no distinction between that which is done as literature or that which is done as a how-to book".

See - "Libraries of Killers Often Include a Book or Two From Paladin" by Erik Larson *Wall Street Journal*, January 6, 1993, p. A1.



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